



Select Michigan. It's good for you, our growers, and our local economy.



If every Michigan household spent
just \$10 a week on Michigan
produced food it would generate
\$37 million each week.



Select Michigan: A Program That Works!

Select Michigan is a state initiative and market development program designed to increase the consumption and purchases of Michigan-grown fresh and processed food and agricultural products.

The program demonstrates to retailers and consumers the economic, health, and social advantages of selecting Michigan products. Buying locally directly supports our farmers and agribusinesses, as well as our state's economy. Select Michigan also works to reduce chronic health problems by encouraging consumers to incorporate Michigan fruits and vegetables into healthy, disease fighting meals, and snacks.

How will you benefit by supporting Select Michigan?

- You'll get food with exceptional nutrition, taste, and freshness.
- You'll help strengthen your local and state economies.
- You'll support our state's family farms.
- You'll safeguard your family's health.
- You'll help protect the environment.

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Effective Program Elements

Select Michigan offers each market area or sponsor a personally designed program consisting of integrated and exciting elements to drive sales. They have included in-store events, in-store radio, signage, print ads, high profile events, trade shows, television, commercial radio, and other publicity. Select Michigan has also been integrated into selected websites such as Meijer, Inc., D&W Fresh Market, and Michigan Department of Agriculture.

In-store events have been shown to have a high rate of return. An analysis conducted by a third-party evaluator revealed that one of our asparagus in-store demonstrations increased sales of fresh Michigan asparagus by 58 percent. This represented over a \$10,000 increase in sales at the retail level and approximately \$5,000 in farm gate value from just one single in-store demonstration!

In-store radio at all Spartan stores statewide drastically increased the campaign's footprint. Total radio impact is estimated at 806,400 public service announcements.

Produce managers across the state agreed that the program helped to move more local produce. Jim Spilka, Vice President of Produce for Meijer, said, "In all the promotions starting from April to the last in December, our case movement in stores with promotions out performed other stores as a percentage of the total sale in every promotion." (2006)



Open For Business

Michigan Apples

More than \$500 million stayed in Michigan and 1,100 family apple producing farms and processors stayed in business.

Michigan Blueberries

\$100 million stayed in Michigan and 623 family blueberry producing farms and processors.

Michigan Potatoes

Approximately \$100 million stayed in Michigan and 110 family potato-producing farms stayed in business.

Michigan Peaches

\$11 million stayed in Michigan and 430 family peach producing farms stayed in business.

Michigan Asparagus

More than \$25 million stayed in Michigan and 350 family asparagus producing farms stayed in business.





Our Funding

Our funding includes: United States Department of Agriculture; Specialty Crop Block Grant, Michigan Department of Agriculture, Michigan commodity groups, organizations, businesses, universities, and growers.

Retail Partners

Select Michigan has focused its major resources on Grand Rapids and Detroit. These two populations combined represent nearly 80 percent of grocery store sales for the state.

Better Health Stores of Michigan
Costco Wholesale Corporation
Holiday Market
Joe's Produce Inc.
The Kroger Co.
Meijer, Inc.

Papa Joe's Gourmet Market & Catering
Plum Market
Spartan Stores
Save-A-Lot
And Others

Community Partners

Associated Food and Petroleum Dealers
The Henry Ford & Greenfield Village
Henry Ford Health System
Michigan Dept. of Community Health
Michigan Food and Farming Systems

Michigan Food Policy Council
Michigan State University
Michigan State University Extension
Wayne State University
And various non-profits and others

Culinary Partners

Five Lakes Grill
Priscilla Massie, Culinary Historian
Matt Prentice Restaurant Group
The New Whitney
Opus One
Chef Paul Penny

The Rattlesnake
The Art Institute of Michigan
Sweet Lorraine's Cafe & Bar
The Townsend Hotel
Zonya Foco
And Others



Increasing Michigan's Farm Gate Sales

In just three years, with Select Michigan's promotion as the key element, Michigan asparagus growers went from selling about 5 percent of their crop to the fresh market in 2002 to over 25 percent of their crop by 2005. Fresh markets net as much as a 25 percent premium. Three new packing facilities were opened to process fresh asparagus creating more jobs and revenue in rural communities.

In its first year, the Select Michigan program enabled food-related businesses to keep or create nearly 700 jobs and sales increased by 111 percent. The most recent program evaluation indicates that sales continue to increase by 5 to 20 percent annually. Participating growers and businesses often receive price premiums and/or greater sales of their products. Most importantly, participants say that the Select Michigan Program gives them more secure markets.

Promoted products follow the harvest season:

Soy	Apples
Asparagus	Potatoes
Blueberries	Sugar
Peaches	Wine
Carrots	And others
Onions	





Goals

- Secure sustainable funding for the Select Michigan program in the West Michigan and Detroit markets and expanding the program statewide.
- Expand the impact and reach of the Select Michigan program by developing new public-private partnerships.
- Expand the Select Michigan consumer education message by promoting the health, economic, and social advantages of selecting Michigan grown and processed food and agriculture products.
- Work with retailers and markets to expand their offerings of Michigan fresh and processed food and agriculture products, especially in the underserved areas.
- Provide market development opportunities to assist growers in transitioning to higher value fresh fruit and vegetable production filling the demand created by the Select Michigan program.
- Help facilitate community and school garden projects in underserved urban areas by creating model school and garden projects that can be adapted at the community level.



www.selectmichigan.org

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